

# **WELCOME TO THE ALUMNI RELATIONS COUNCIL MAY SESSION**

*Expanding Alumni Engagement Through Online Communities*



# STEVE GRAFTON

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President, Alumni Association





# HEATHER MCNAIR

Vice President of Engagement Strategy, Higher Logic

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Heather is a well-regarded thought leader with 20 years of marketing, technology, customer acquisition and retention experience, 16 of those years in the association and publishing industries. She is adept at leveraging technology to increase customer engagement, and is a frequent speaker and writer in the industry. At Higher Logic, Heather is responsible for defining and refining effective engagement strategies and best practice recommendations as it directly relates to the member and customer experience.

# Expanding Alumni Engagement through Online Communities



# Community

[*kuh-myoo*-ni-tee]

Noun, plural ***communities***

A body of persons of common and especially professional interests scattered through a larger society

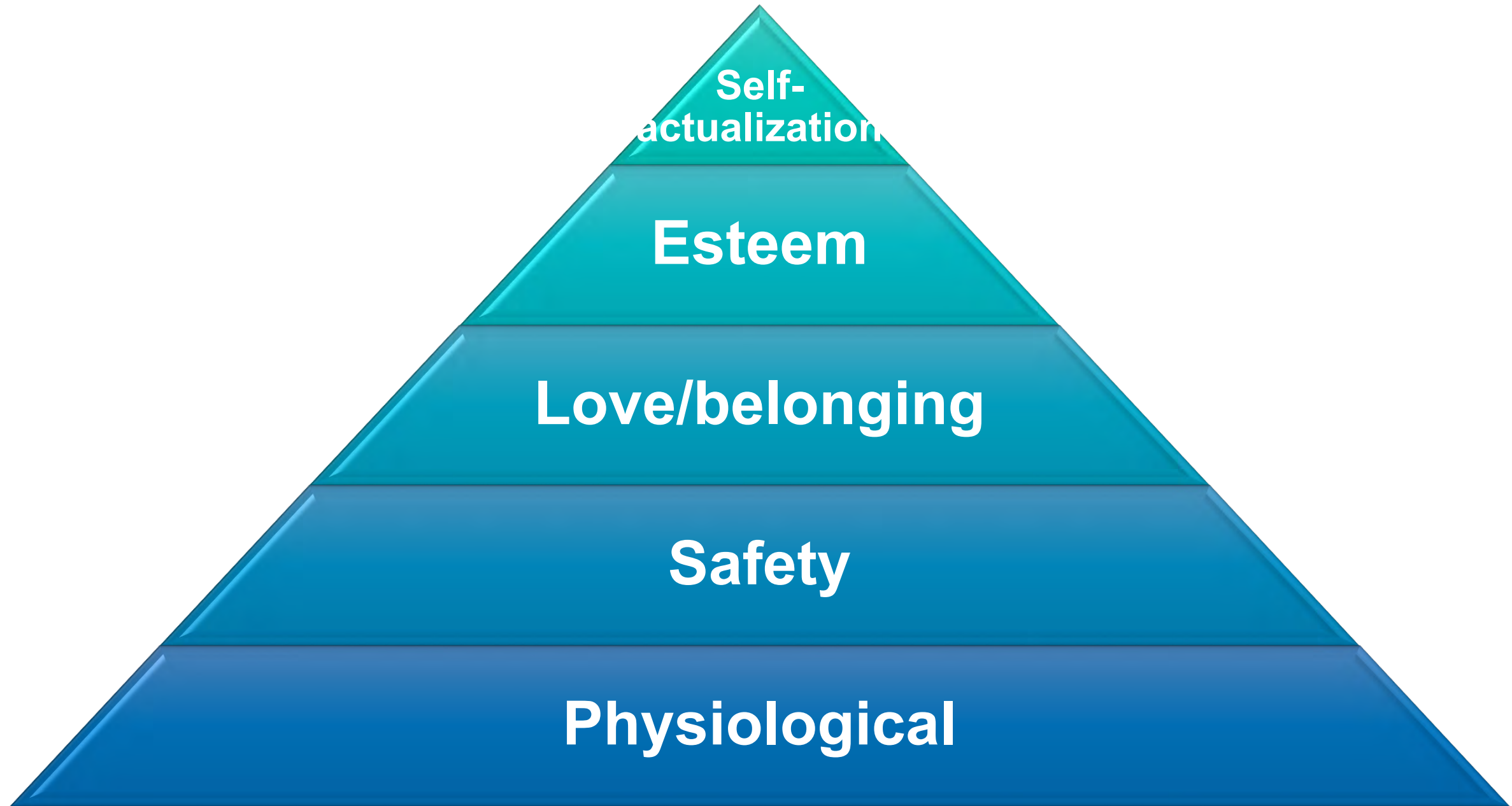
*Merriam Webster*

# The rise of social networks



*napster*®







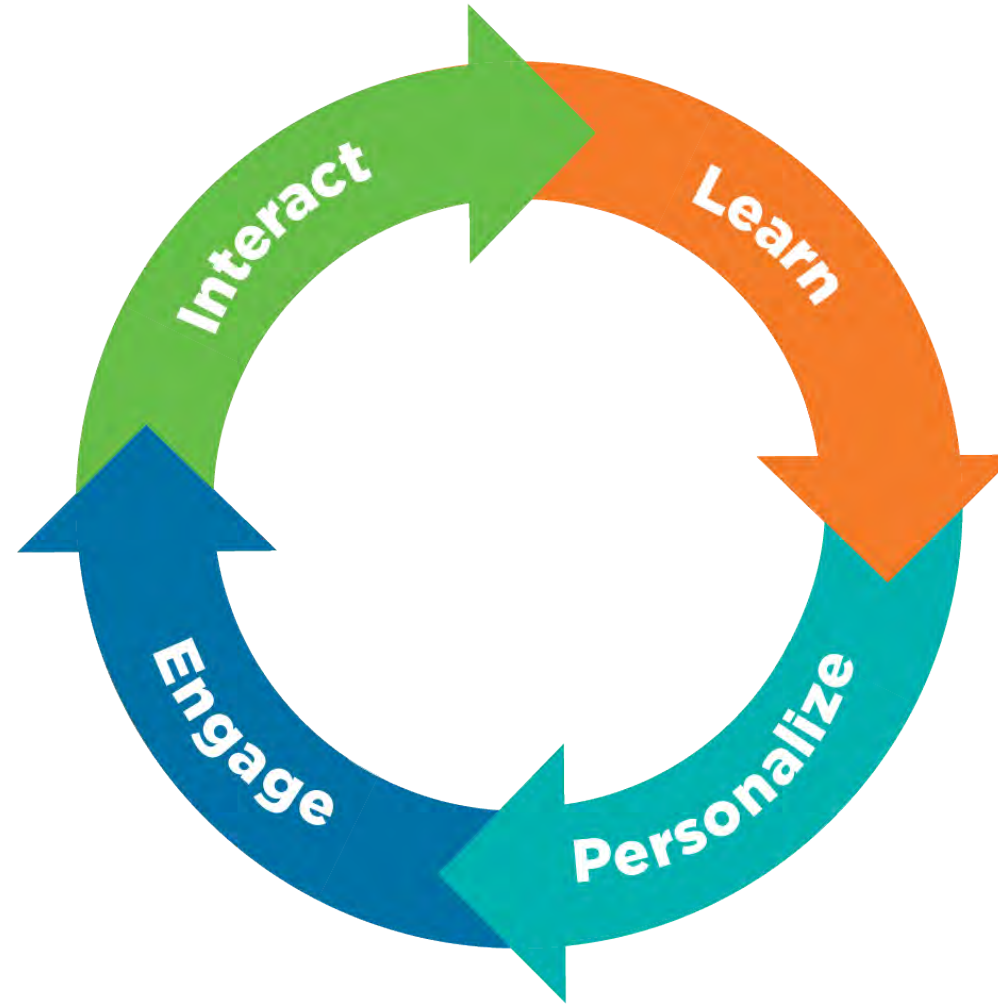








# Building an ideal engagement model



# The commitment curve

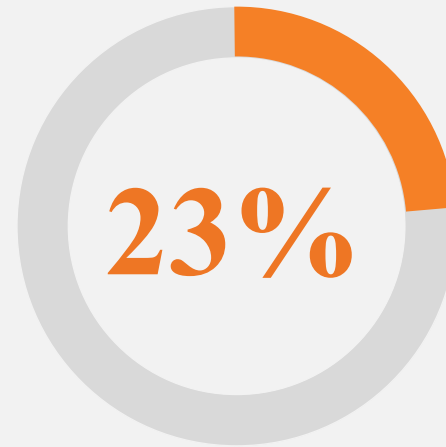


# Why Engagement Matters?

MEMBERS WHO ARE ENGAGED IN THEIR ONLINE COMMUNITY:



spend more  
money with  
organization



more likely to  
recommend  
association to their  
peers

*Source: ASAE Research*



# Building a game plan for success





# Heather McNair

Vice President of Engagement Strategy

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# STEVE BURNS

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Director, Global Engagement



# ONLINE COMMUNITIES DEMO

	Open Forum	Microsite DC Alumni	Community Site MLaw Entrepreneurs	Community Site CLUG - Volunteers
Public/Private Community	Public to all Alumni	Customizable	Public to all Alumni	Private
Joining Rights	Yes (Alumni and Alumni Association Members)	Yes or Invite (Customizable)	Invite Only (MLaw Degree)	Invite Only (Alumni Association Club Leaders)
Discussion Board Access	Yes (Alumni and Alumni Association Members)	Yes (Customizable)	Yes (MLaw Degree)	Yes (Alumni Association Club Leaders)
Directory Access	Yes (Alumni Only, staff pending)	Yes (Alumni Only, staff pending)	Yes (Alumni Only, staff pending)	Yes (Alumni Only, staff pending)
Event Page Access	Yes (All events in Salesforce)	Yes (Customizable)	Yes (Site specific events)	Yes (Site specific events)

*For more information, please talk to Ayanna (ayannam@umich.edu) or Steve (burnsie@umich.edu) after the meeting.*



# LESSONS FROM THE LAUNCH

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- Steve Burns, Moderator
- Lara Furar, Director of Alumni Engagement, U-M Law School
- Heather McNair, Vice President of Engagement Strategy, Higher Logic
- Erik Ruselowski, Alumni Volunteer, UM Club of Washington, D.C.

# AYANNA MCCONNELL

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Senior Director, University Relations and LEAD Scholars



# ARC COMMUNITY UPDATES

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## ■ New Alumni Association Staff



**UPASNA KAKROO**  
Director of Marketing  
Alumni Association



**ANTHONY DAVIS**  
D-SIP Intern  
LSA Senior & LEAD Scholar

# CAMP MICHIGANIA

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- Available for department meetings or alumni programs
  - Located just four hours north of Ann Arbor on Walloon Lake
  - Contact Mitch Rosenwasser, Camp Director ([mwasser@umich.edu](mailto:mwasser@umich.edu))





# ARC ANNOUNCEMENTS

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- Save the Date!
  - B1G Alumni Relations Conference
    - Wednesday, August 1 | 1 – 9 p.m.
    - Thursday, August 2 | 8 a.m. – 9 p.m.
    - Friday, August 3 | 9 a.m. – 12 p.m.
  - Samuel Riggs IV Alumni Center
  - University of Maryland, College Park



ALUMNI RELATIONS  
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# THANK YOU FOR ATTENDING!

*HAVE A GREAT SUMMER, SEE YOU IN THE FALL.*



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